

# The Implicit Meanings of Negative Confession Article Headings in the *New Weekly*

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## Abstract

Some articles of the magazines usually contain implicit meaning. The implicit meaning can attract to the reader to read and to buy. This study tries to explain how the narrator uses implicit meaning and what the purpose of the narrator uses it in the *New Weekly* magazine. This study uses some theories, such as Yule, Levinson, and others. The theory used in this study is pragmatics, because it involves reference, co-text, and presupposition. The research design of this study is descriptive qualitative. The data used came from the nine articles in the *New Weekly* magazine. All of the data in this study were created by nine headings in the *New Weekly* magazine. Then, this study aims to know how and what the purposes of the narrator uses the implicit meaning. In conclusion, this study finds that the narrator uses reference, co-text, and presupposition to explain and analyze the implicit meaning in the heading of magazine. Then, the narrator's purpose is to tease the nine famous artists.

Key terms: *implicit meaning, reference, co-text, presupposition*

## INTRODUCTION

The New Weekly magazine is a weekly magazine published in Australia. It offers articles about hollywood celebrities, hollywood gossip, clothing, makeup, dieting, and entertainment.

This magazine contains many headings that make people interested to read and buy it. Heading is the most important thing in the magazine, because heading can help

the readers understand deeply about the articles that are discussed in magazines. These headings are related to implicit meanings. To understand and find the real meaning of the implicit meaning in the heading the writer uses co-text, reference, and presupposition.

### A. Statement of Problem

1. How does the narrator use implicit meaning in the heading?

2. What are the narrator's purposes when the narrator uses the implicit meaning in this heading?

With those problems, it is obvious that this research is going to see the narrator in two ways or point of views.

### **B. Solving Problems Plan**

To answer those questions, this research is going to use George Yule's pragmatics theory. Pragmatics theory is the study of relations between language and context that are basic to an account of language understanding. Pragmatics in this heading is valuable tools to understand how people find meaning in life in objects, in rituals, in texts of all kinds, as it can be used to analyze texts found in the mass media as well as communication in everyday life. This thesis includes co-text, reference, presupposition and implicature as discussion in answering the questions.

For answering question above, this study used nine negative confession headings in the *New Weekly*.

### **C. Purpose of Study**

Purpose of this study is obviously to answer what are questioned in statement of problems.

1. To know how the narrator uses implicit meaning in the heading.

2. To know the narrator purposes using the implicit meaning in the heading.

## **METHOD**

This study uses qualitative research, because in this study present word and sentences as the data which is analyzed based on data collection. Qualitative research is a procedure of research, which produces a descriptive result. According to Bogdan and Taylor in Moeloeng (1994:3), qualitative research is research procedures that represent data such as words in written or oral from people and behaviors that can be observed, and the writer collects the data in the form of articles that contain sentences. This research uses descriptive qualitative approach since the study attempts to describe the analyzes of the use of implicit meaning in the headings.

The source of the study is the headings of articles in the *New Weekly*. The *New Weekly* magazine is a weekly magazine published in Australia. The Australian Consolidated Press executive Richard Walsh started publishing *New Weekly* in the 1993. Moreover, in the 1998, *New Weekly* was known as *NW*. The data were taken from the *New Weekly* under negative confession headings.

The procedures that are carried out in this research are:

- a) selecting appropriate data from heading in New Weekly Magazine,
- b) analyzing the chosen data to reveal the denotative and connotative meaning in the headline based on pragmatics theory,
- c) writing a discussion based on data analysis,
- d) describing conclusion about the interpretation of implicit meaning in heading of New Weekly magazine based on the data analysis and pragmatics.

## Finding and Discussion

### A. Finding

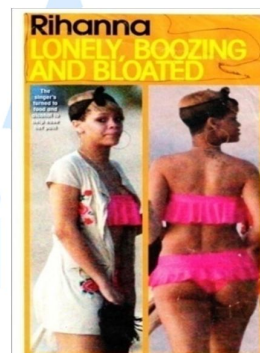
From all the data, the writer can find that the narrator uses Reference, co-text and presupposition in here to identify negative purposes. Moreover, the writer knows that in this magazine, the narrator always uses negative purposes to explain about the artist's problems.

In this thesis, the writer can also know that the narrator uses implicit meaning in the heading article on the New Weekly Magazine. The narrator uses implicit meaning in this heading, so the readers can be interested to buy this magazine and to read the article in this magazine. Besides, in this thesis, the narrator uses implicit meaning to tease the artist. Moreover, the writer knows that in this magazine, the

narrator always uses negative purposes to explain about the artist's problems. The narrator teases the artist by using co-text, reference, and presupposition. For example, when the narrator teases the female artist who has big effort to get her husband's attention, the narrator uses the word *Starving* that means hungry, and in this case, hungry for love and gives some satire statements about the female artist's does.



Then when the narrator tease the female artist's who has problem with her boyfriend's relationship, the narrator use the word *Bloated* that means swollen with fluid or gas, but in this case, swollen because food and drink alcohols and gives some satire statements about the female artist's does.





Moreover, when the narrator teases the female artist's who famous with her sexiest body, and she has problem with her body shape and her husband attention. The narrator uses the word *Panic* that means a sudden overwhelming fear, with or without cause, which produces hysterical or irrational behavior, but in this case panic because she want her husband comeback with her and gives some satire statements about the female artist's does.



## B. Discussion

Based on the previous data analysis above, the writer can show how the New Weekly magazine influences the reader to read and to buy it. Besides, the New Weekly magazine uses the pragmatics knowledge in the several of the heading of negative confession articles to catch the reader's attention through the heading of negative confession article.

It begins with reference, from data above. We will know the example of reference from the word *Fears for Frail Posh*. In this case, the word *Posh* refers to

a person whose name Victoria Beckham's. Then, co-text often emerges when the writer tries to analyze the data, from the data above the word *Posh* usually used to explain about something glamour and luxurious. Nevertheless, the word *Posh* in that example refers to the name of the famous actress in Hollywood. There is also presupposition in this heading, the phrase *Fears for Frail Posh* the sentence can explain that the Victoria Beckham feel afraid if she will become lose her richness and her glory.

The narrator, through the implicit meaning, tries to interest the readers to get their assumption, so they may emerge the negative assumption of the heading. Besides, the use of reference of the artists can make the ambiguity meaning and it depends on the background knowledge of the readers. Co-text also helps the narrator make the messages of the heading become implicit.

## CLOSING

### Clonclusion

From the analysis above, there are two conclusions can be taken. First, conclusion concerning about how does the narrator use implicit meaning in the heading. And the second, conclusion concerning about what are the narrator's purposes when the

narrator uses the implicit meaning in this heading.

The first conclusion. From the analyzing above, the writer is used reference, co-text, and presupposition in this analyzes. Besides the writer also can conclude that the narrator not directly used reference, co-text and presupposition to identify and to explain about the artist's problem in the negative confession article heading in New Weekly magazine.

For the final conclusion. The narrator uses implicit meaning in this heading, to make the readers can be interested to buy this magazine and to read the article in this magazine. Besides, in this thesis, the narrator uses implicit meaning to tease the famous artist.

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